

## Message Text

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FM AMEMBASSY ROME

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AMCONSUL FLORENCE BY POUCH

AMCONSUL MILAN BY POUCH

USTRADCE CENTER MILAN BY POUCH

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E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: MINIMISSION FOR BOLOGNA

REF: ROME TELEX 687 (NOTAL), ROME 688 (NOTAL)

1. NOW THAT WE HAVE HAD THE EXPERIENCE OF MANAGING A COUNTRY COMMERCIAL PROGRAM FOR A LITTLE OVER A YEAR, WE WOULD LIKE TO BEGIN TO CARRY ITS ACTIVITIES BEYOND THE ROUTINE FUNCTIONS OF THE EMBASSY, TRADE CENTER, AND CONSULATES. (THE DEPARTMENT WILL RECALL THAT THE FY-1976 CCP INCLUDES A USIA MEDIA PACKAGE FOR CAMPAIGN NO. 1-- COMPUTERS THAT WE PLAN TO TAKE OUT INTO THE FIELD TO DEVELOP TRADE OPPORTUNITIES.)

2. THIS CONCEPT HAS RECEIVED OUR RENEWED ATTENTION IN VIEW OF THE POLITICAL CRISIS IN ITALY. TO PROMOTE AMERICAN IDEAS WITHOUT GIVING ANY OPPORTUNITY FOR ACCUSATIONS OF INTERFERENCE IN ITALIAN INTERNAL POLITICS, WE RECOMMEND CARRYING OUR TRADE-PROMOTION EFFORTS INTO ITALIAN INDUSTRIAL AND COMMERCIAL CENTERS WHERE THE U.S. HAS NOT RECENTLY MOUNTED AN OFFICIAL TRADE-PROMOTION EVENT.

3. THEREFORE, WE PROPOSE THE ORGANIZATION OF A MINIMISSION (FOUR OR FIVE COMPANIES) MADE UP OF REPRESENTATIVES OF US COMPANIES THAT WILL

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PARTICIPATE IN THE MILAN TRADE CENTER'S EXHIBITION OF INDUSTRIAL

MAINTENANCE AND PLANT OPERATION EQUIPMENT, TO BE HELD MARCH 2 TO 6. THE MINIMISSION WOULD OPERATE LIKE THOSE THAT ROME HAS ORGANIZED IN THE PAST, I.E., THE MISSION MEMBERS WOULD COME A FEW DAYS EARLY TO CONDUCT INTERVIEWS AT APPOINTMENTS ARRANGED FOR THEM WITH BUSINESS CONTACTS IN BOLOGNA. IN THIS CASE, WE SUGGEST FEBRUARY 26 AND 27. THE PURPOSE OF THEMINISSION IS TO PUBLICIZE THE MTC EXHIBITION AND TO TRY TO ATTRACT VISITORS TO IT. OUR EXPERIENCE HAS SHOWN, HOWEVER, THAT MINIMISSION MEMBERS USUALLY DO MORE THAN ENOUGH BUSINESS DURING THE MINIMISSION ITSELF TO COVER ITS EXPENSES.

4. THIS EFFORT WOULD MEAN THAT FLORENCE WOULD BE CALLED ON TO PROVIDE ADMINISTRATIVE SUPPORT OF THE MINIMISSION, WHICH PAYS ITS OWN WAY AT NO COST TO THE USG, EXCEPT, PERHAPS, FOR THE TRAVEL OF AN OFFICER AND POSSIBLY AN FSL FROM FLORENCE ROME OR MILAN TO BOLOGNA. THE COST OF THE HOTEL ROOM USED FOR THE MEETINGS, ANY HOSPITALITY THAT MAY BE DESIRED, INTERPRETERS' FEES, ETC., ARE BORNE BY THE MINIMISSION MEMBERS. (THIS COST HAS RUN \$200 PER COMPANY IN ROME, AND WE HAVE HAD NO DIFFICULTY IN FINDING PARTICIPANTS.)

5. THIS PROPOSAL HAS THE FULL SUPPORT OF AMCONSUL, FLORENCE, AND MILAN TRADE CENTER.

6. WE REQUEST THE DEPARTMENTS'S VIEWS ON THIS SUGGESTION AS SOON AS POSSIBLE. VOLPE

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